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And when your first issue of Popular Electronics arrives, you'll know that this big initial saving is just a small part of the real value you'll be enjoying in the months ahead.

For example -- if you like to "build-it-yourself," Popular Electronics is just what you've been looking for! You'll find seven, ten sometimes as many as 14 fascinating projects in every issue. The plans are really clear and easy to follow. There are loads of photos, diagrams and illustrations. The specifications are complete. All it takes to get started is a few dollars for parts and a craving to have fun in your spare time!

You be the judge. If you had been reading Popular Electronics regularly, think of all the fun you could have had, building some of these exciting and worthwhile projects --

- * a car battery-saver (this little "computerized" gadget makes it impossible to forget to turn your car lights off!)
- * "CQ" fish lure (for use with a fishing rod or by a skin diver. Fish just can't resist this sure-fire device. Easy, cheap to build.)
- * the signal stethoscope (it's a combination radio, signal tracer, hum finder, tuner, amplifier -- and the cost is low!)

(continued, over)

* a remote control whistle switch (just whistle a bar of your favorite tune, and presto! Lights go on or off like magic!)

And there's so much more. Lots of test equipment. Tuners, amplifiers, receivers, transmitters. Plans for building a photoflood life-extender ... a ham-band walkie-talkie ... a simple slave strobe sync -- features on how to improve your stereo/hi-fi -- useful gadgets for your home, your car, or to sell for a profit! And they're all fun to put together.

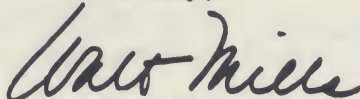
Note this, too. Every one of the 100 or more projects you'll find in Popular Electronics during the next twelve months is built, tested and approved by one of the editors first! You can always count on a complete parts list, crystal-clear plans and diagrams, and most important -- a finished product that really works!

But, electronics construction projects are just ONE of the regular features! PE's "Tips & Techniques" give you time-and-money-saving pointers on everything from how to phase away TV ghosts with a flick of your wrist ... to how to get UHF reception on a VHF antenna!

PLUS -- an entire section for Amateur, Citizens Band and Short Wave enthusiasts! A regular column on New Products and Solid State! A monthly Q & A department, "Information Central"! There's almost no end to the variety and scope of interesting information in every issue of Popular Electronics!

So, take advantage of this time-limited Half-Price offer -- while the taking's good! Just mail the top portion of this letter with a mere \$2.50 (or just \$5 for the 2-year offer) in the handy postpaid envelope. Or, if you prefer, "charge it" and we'll gladly bill you later. But either way, do it today!

Cordially,



Walter S. Mills, Jr.
Vice President and
Circulation Director

WSMjr:rev

P. S. Current subscribers may renew or extend at this fine low rate.

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- BUILD A THREE-TUBE STEREO BASIC AMPLIFIER
- BUILD A PATIO HI-FI EXTENSION SPEAKER
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- BUILD AN ELECTRONIC "BRAIN" TO CONTROL HOUSE LIGHTS
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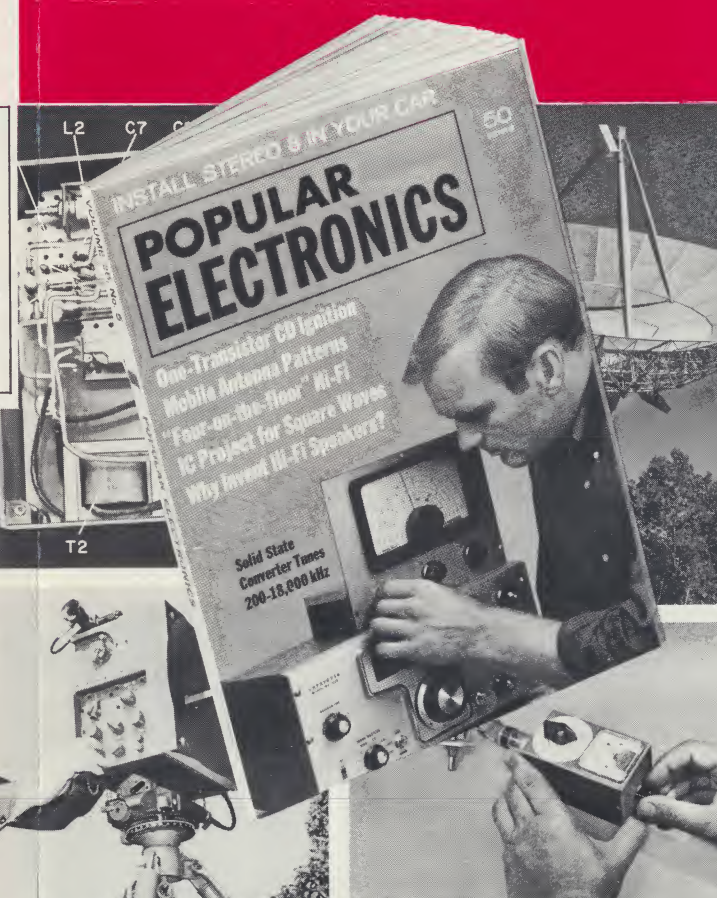
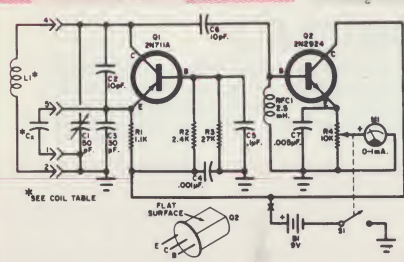
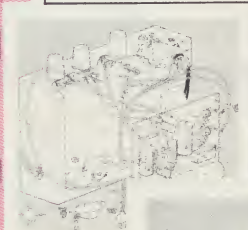
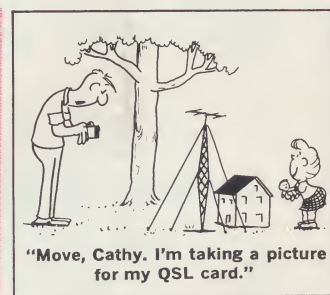
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If you like to "build-it-yourself" in electronics—for fun, for profit, for knowledge... POPULAR ELECTRONICS is meant for you.



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The extraordinary needs of today's active electronics enthusiasts call for an extraordinary electronics magazine...POPULAR ELECTRONICS!

PE's dedication to serving these special needs is just another of the many reasons why it is the most widely read publication in the field!

INFORMATION CENTRAL—A brand-new monthly roundup of Q & A on anything and everything electronic! Mail in your questions and see them answered in print—clearly and authoritatively—by POPULAR ELECTRONICS' staff of experts. On communications, hi-fi, circuitry or anything else that's been "bugging" you.

OPERATION ASSIST—Need information on an obscure schematic, an outdated operating manual or an unusual piece of radio-electronics gear? Operation Assist will list your special request, along with your name and address so that other POPULAR ELECTRONICS readers may contact you directly with the information you want.

HAM HOBBY CLEARINGHOUSE—If you have a hobby or interest in addition to amateur radio and would like to talk about it on the air, you can contact other hams with the same hobby through this monthly feature. The column will list your call letters, other hobbies, the frequencies you use, mode of operation, when you operate, and your name and address.

FREE LITERATURE—Each month, you can take your choice of 100 free electronics catalogs, leaflets and brochures. The valuable Reader Service coupon brings you prompt information concerning products mentioned in advertisements or editorial articles, or listed in the special New Literature column in every issue—all for the cost of a postage stamp!



Here is the most popular magazine ever published in the electronics field. Designed primarily for electronics enthusiasts who want to learn by doing, you get up to 14 famous "step-by-step" projects in every issue—with completely detailed and diagrammed plans, parts lists, costs, and double-check methods to assure you of proper construction and operation. Each month, our editors choose from a wide range of electronic components, equipment, devices and test gear to present as varied and complete a coverage of the electronics do-it-yourself construction field as is possible. Whatever your specialty is, you're sure to find projects that will give you greater know-how, devices

that you'll build yourself and use in your work—all in all, a greater enjoyment of electronics. Equally important, the feature sections of PE bring you everything new in the entire field...completely, authoritatively, and in easy-to-understand language. All articles and feature stories are profusely illustrated. You'll be up to date on all the latest technical developments, professional techniques, new products, and career opportunities...ahead of the field on such developments as stereo tape cartridges, integrated circuitry, practical solar power, etc. There is no more perfect way for you to get the "inside story" on everything in the field than to be a regular reader of Popular Electronics.

Build it yourself

Clear, easy-to-follow construction projects will show you the "why" of electronics. You'll build hi-fi components, proximity relays, test equipment, electronic computers, VHF receivers, as well as useful household gadgets and electronics games. In fact, if you had been reading POPULAR ELECTRONICS for the past few months, you'd have built such fascinating items as the IC-67 Metal Locator...Tesla's Thermomagnetic Motor...a Powerful Color Organ...an Anti-Gravity Demonstrator...and an Ultrasonic Burglar Alarm, just to mention a few.

High Fidelity and Stereo

In addition to complete coverage of every major hi-fi or stereo component and kit placed on the market, you'll get plans to convert and improve your present system, learn all about every type of speaker system, what hi-fi and stereo really are with articles such as "Inside the hi-fi amplifier," etc.

Amateur, CB and SWL

You get all the latest news and developments including candid equipment reports, latest FCC regulations, satellite tracking and telemetry frequencies, DX contests, English-language foreign broadcast schedules. Plus tips on how to get those tough QSL's from all over the world, even from airlines and from behind the iron curtain...important antenna system innovations...and how to greatly increase the range of even the simplest receiver.

Electronics Features

Brilliantly illustrated articles and feature stories keep you on top of every new development, every vital breakthrough—as they happen! You'll follow the latest advances in aviation and marine electronics, telemetry, computers, radio astronomy, nucleonics—every phase of the jet-paced world of electronics. And you'll learn about the challenging and rewarding career opportunities they create.

Regular Departments

Monthly features bring you fast-breaking industry news, photo-reports of the latest technological advances, reviews of new electronics books, valuable pro "tips 'n techniques", brain-tickling quizzes and up-to-the-minute reports on new products.

Expect to find articles like these in *every issue*:

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